Why The Future Needs Libraries

Patricia Martin
Minitex 2011
got milk?
This is what it looks like right before a renaissance.
What is the RenGen?

- Ren = renaissance
- Gen = generation
Why do they arise?

Rapid progress makes the established culture irrelevant.
Why we shed elements of culture:

Mihaly Csikszentmihalyi, PhD

“People are happiest when stretched 10% beyond their knowledge base.”
Three indicators of a renaissance

• Death comes first
• Facilitating medium
• Age of enlightenment
Mass creativity

- More blog content than volumes in Library of Congress
- More e-books published than classic publishing
- Facebook 4th largest country
Depth of the shift

Capitalism relies on conformity
RenGen imperatives

belong
create
understand/learn/un-learn
Steppenwolf Theatre
Three indicators of a renaissance

- Death comes first
- Facilitating medium
- Age of enlightenment
Where does courage come from?
Patterns of courage:

Purpose
Form
Story
Courage from PURPOSE
Copernican moment
New way

USER →
Courage: Give FORM to Chaos
Maslow’s Hierarchy of Needs

- **Physiological**
  - Breathing, food, water, sex, sleep, homeostasis, excretion

- **Safety**
  - Security of: body, employment, resources, morality, the family, health, property

- **Love/belonging**
  - Friendship, family, sexual intimacy

- **Esteem**
  - Self-esteem, confidence, achievement, respect of others, respect by others

- **Self-actualization**
  - Morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

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Welcome!

People need help understanding money. Your library can play an important role in providing effective, unbiased financial and investor information. Even if you aren’t applying for a grant, you are welcome to use these ideas and resources to start a financial literacy program in your library.

Using this site, you’ll be able to help library users become smarter about their money, get tools and patron-tested ideas from other libraries, and add more value to your community.

News: FINRA Investor Education Foundation and the American Library Association Announce $1.5 Million in Grants to Public Libraries to Support Grassroots Financial Literacy Read full release
Form: Women’s Retirement Club
Courage: Power of story

JONATHAN HARRIS
Drawing from a database of more than 12 million human feelings collected over 3 years from personal blogs on the Internet, *We Feel Fine* presents a comprehensive contemporary portrait of the world's emotional landscape, exploring the ups and downs of everyday life in all its color, chaos, and candor. ❤️
“This year, 1,200 exabytes of data will be generated, 80% coming from social media sources. Business and governments alike want to make sense of this deluge to turn it into new economic activity.” IBM
“The problem is that there’s no story about the future.”

Peter Thiel, *Wired* 2010
Voluminous cloud

Cloud storage demand grew “500-fold” in 2009
The power of story…

Story is the new killer app.
the new story of the future:

The new story will be based on old stories.
Where courage comes from?

1. Purpose: Save Ford by putting user at the center

2. Form: Define a process to let users create the experience Google

3. Story: Learning and telling stories inspires courage to tell a different story about the future.
Will the future “LIKE” libraries?
Yes, we can innovate, but will anyone know?

“…if libraries come to occupy a new and valuable role, librarians might not effectively be able to communicate this role to users.”

*OCLC Research Libraries Risk and Systemic Change*
Have the courage to tell a new story about the library.
One courageous act that helps the library tell a new story.
got milk?
CULTURE SCOUT blog by Patricia Martin
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Will the future “LIKE” libraries?
Psychographic

Knowledge is power—Learn, baby, learn

Embrace diversity

Creative

Idealists

Self expressive

collaborators

Sensualists

Fusionists: engineer/poet/advocate

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seeing ourselves belonging...

Fly? Be invisible?
Elastic learning

“The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, un-learn, and re-learn.”

Alvin Toffler